



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 579550 /		Alt Order # 07909239
Product American Crossroads		
Contract Dates 10/02/12 - 10/08/12		Estimate # 1065
Advertiser American Crossroads		Original Date / Revision 09/28/12 / 09/28/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling Do Not Mail		
Demographic Adults 35+		
IDB# 8433	Advertiser Code 11	Product Code 27
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	10/02/12	10/05/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				4	\$1,345.00			
N 2	3	10/08/12	10/08/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	M-----				1	\$1,345.00			
N 3	3	10/02/12	10/02/12	NCIS	8-9pm		:30			NM	1	\$10,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-T-----				1	\$10,455.00			
N 4	3	10/06/12	10/06/12	Saturday Prime	9-10pm		:30			NM	1	\$1,445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-----S-				1	\$1,445.00			
N 5	3	10/02/12	10/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$2,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	-TWTF--				4	\$690.00			
N 6	3	10/08/12	10/08/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	M-----				1	\$690.00			
Totals											12	\$22,075.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	12	\$22,075.00	\$18,763.75
Totals	12	\$22,075.00	\$18,763.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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